

# ASSISTED LIVING COMPANY RECRUITS NEW EMPLOYEES

## OVERVIEW

An assisted living company was looking to recruit healthcare staff for several regional locations. They enlisted our help to more precisely target their audience of mostly 20-35 year old female Certified Nursing Assistants who were looking to change jobs within a specific geographic area. The advertiser's goal was to achieve a CTR higher than the industry average of .08-.1%.

## SOLUTION

The team developed a comprehensive geo—targeted strategy of search retargeting at the keyword level, category contextual targeting and site retargeting. With quick learning from the campaign launch, our team was able to increase and optimize the keywords, adjust category contextualization and blacklist specific domains to more precisely target customers across desktop and mobile platforms. As a fully programmatic campaign, we were able to shift budget mid-flight and focus spend where it was most effective; therefore, saving money and increasing performance.

## RESULTS

Through multiple tactics and optimizations, we delivered a CTR of .11%, exceeding the industry average and the client's goal.

**.11% CTR**

CAMPAIGN RESULT

CATEGORY  
**ASSISTED  
LIVING**

CAMPAIGN  
GOAL  
**.08% CTR**

CAMPAIGN  
LENGTH  
**3 MONTHS**